

## Message Text

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PAGE 01 MANILA 12536 01 OF 02 120219Z  
ACTION TRSE-00

INFO OCT-01 EA-07 ISO-00 NEA-10 IO-13 AID-05 CIAE-00  
COME-00 EB-08 FRB-03 INR-07 NSAE-00 USIA-06  
XMB-02 OPIC-03 SP-02 LAB-04 SIL-01 OMB-01 NSC-05  
SS-15 STR-04 CEA-01 L-03 H-01 PA-01 PRS-01  
AGRE-00 /104 W

-----110221 120240Z/15

P R 112357Z AUG 77  
FM AMEMBASSY MANILA  
TO SECSTATE WASHDC PRIORITY 3630  
INFO AMEMBASSY TOKYO

LIMITED OFFICIAL USE SECTION 1 OF 2 MANILA 12536

USADB

FOR NAC AGENCIES

E.O. 11652: NA  
TAGS: EAID, EFIN  
SUBJECT: FOLLOW-UP ACTIVITIES ON FINDINGS OF SECOND ASIAN  
AGRICULTURAL SURVEY

SUMMARY: AS FOLLOW-UP TO SECOND ASIAN AGRICULTURAL SURVEY  
FINALIZED LAST MARCH, ADB MANAGEMENT PROPOSES TO ALLOCATE  
\$91,000 OF REMAINING \$129,070 AVAILABLE FUNDS PREVIOUSLY  
APPROVED BY BOARD OF DIRECTORS FOR THE SURVEY TO FINANCE  
(A) FINAL PRINTING OF REPORT BY A MAJOR PUBLISHER FOR WIDE  
DISTRIBUTION AS A PRICED PUBLICATION, (B) HOLDING OF TWO  
SUB-REGIONAL SEMINARS, ONE IN SOUTHEAST ASIA AND ONE IN  
SOUTH ASIA, TO ANALYZE AND DISCUSS COUNTRY SPECIFIC IMPLI-  
CATIONS OF SURVEY WITH POLICY-MAKERS AND KEY RESEARCH PERSONS,  
(C) PRESS SEMINAR IN TOKYO, WHERE MOST MAJOR NEWSPAPERS  
AND PERIODICALS OF MEMBER COUNTRIES HAVE NEWS BUREAUS, AND  
(D) TELEVISION AND RADIO BROADCASTS FOR DISSEMINATION

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PAGE 02 MANILA 12536 01 OF 02 120219Z

WITHIN BANK'S MEMBER COUNTRIES. USADB PLANS TO SUPPORT  
ALTHOUGH WE WILL PRESS FOR A VERY CAUTIOUS EXPENDITURE  
OF FUNDS IN SUPPORT OF THE PRESS SERVICES, PARTICULARLY  
FOR TRAVEL EXPENDITURES OF NEWSMEN FROM SOME OF THE  
DEVELOPING MEMBER COUNTRIES. END SUMMARY.

1. IN FEBRUARY 1976, ADB BOARD OF DIRECTORS APPROVED

RECOMMENDATION THAT BANK, WITH HELP OF A TASK FORCE TO BE RECRUITED, UPDATE AND COMPLEMENT ASIAN AGRICULTURAL SURVEY UNDERTAKEN IN 1967/68 WITH REGARD TO ECONOMIC, SOCIAL AND INSTITUTIONAL ASPECTS OF AGRICULTURAL AND RURAL DEVELOPMENT. REPORT WAS FINALIZED IN MARCH 1977. ONE THOUSAND COPIES WERE PRINTED AND DISTRIBUTED TO GOVERNORS AND OBSERVERS DURING TENTH ANNUAL MEETING LAST APRIL AND TO VARIOUS INTERESTED PERSONS. ADDITIONAL COPIES WERE MADE AVAILABLE TO MEMBER GOVERNMENTS, INTERNATIONAL ORGANIZATIONS AND SELECTED MEMBERS OF PRESS.

2. IN VIEW OF IMPORTANCE OF SURVEY'S CONCLUSIONS REGARDING KIND OF DEVELOPMENT PROGRAMMING NEEDED IN REGIONL DURING NEXT DECADE, BANK MANAGEMENT BELIEVES IT DESIRABLE TO DISSEMINATE MORE SIGNIFICANT FINDINGS AND IMPLICATIONS TO WIDEST POSSIBLE AUDIENCE, BOTH WITHIN BANK'S DONOR COUNTRIES AND DMCS. MOREOVER, FINDINGS NEED TO BE TRANSLATED TO COUNTRY LEVEL IN ORDER TO GENERATE INTEREST AND DISCUSSION ON CERTAIN KEY IMPLICATIONS OF SURVEY AMONG DMC POLICY MAKERS IN FIELDS OF AGRICULTURE, MANPOWER, PLANNING AND FINANCE. TO THESE ENDS, BANK PROPOSES SEVERAL FOLLOW-UP ACTIVITES:

A. PUBLICATION -- ON BASIS CONTACTS WITH FIVE PUBLISHERS IN UNITED STATES, EUROPE, AND JAPAN, IT IS PROPOSED TO ENTRUST PUBLICATION TO PRAEGER LIMITED OFFICIAL USE

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PAGE 03 MANILA 12536 01 OF 02 120219Z

PUBLISHERS OF NEW YORK WHICH, IN DEVELOPMENT FIELD, HAS PUBLISHED NUMEROUS BOOKS, MONOGRAPHS AND REPORTS, INCLUDING PEARSON COMMISSION REPORT. IT IS EXPECTED THAT PRAEGER WILL BE ABLE TO RELEASE FINAL PUBLICATION IN OCTOBER/NOVEMBER 1977. PRAEGER EXPECTS TO SELL HARDBACK EDITION BETWEEN \$17.95 AND \$20.00. PUBLISHER HAS ALSO AGREED TO SUPPLY 2,000 PAPERBACK COPIES TO BANK AT SPECIAL PRICE OF \$4 TO \$5 PER COPY, OF WHICH 1,000 COPIES ARE PROPOSED TO BE ACQUIRED BY BANK FOR OFFICIAL USE AND DISTRIBUTION. REMAINING 1,000 PAPERBACK COPIES ARE TO BE RELEASED FOR SALE, OUTSIDE UNITED STATES AT ABOUT \$7 PER COPY (SUBJECT TO FINAL NEGOTIATION), THROUGH AN ASIAN PUBLISHER (DISTRIBUTOR) CHOSE BY BANK. NET OUTLAY OF BANK WILL BE CONFINED TO 1,000 COPIES IT ACQUIRES FOR OFFICIAL USE. CONTRACTS WITH PRAEGER AND REGIONAL DISTRIBUTOR ARE HOPED TO BE SIGNED DURING SEPEMBER 1977.

B. SUB-REGIONAL SEMINARS -- TWO SEMINARS EACH OF

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PAGE 01 MANILA 12536 02 OF 02 120236Z

ACTION TRSE-00

INFO OCT-01 EA-07 ISO-00 NEA-10 IO-13 AID-05 CIAE-00  
COME-00 EB-08 FRB-03 INR-07 NSAE-00 USIA-06  
XMB-02 OPIC-03 SP-02 LAB-04 SIL-01 OMB-01 NSC-05  
SS-15 STR-04 CEA-01 L-03 H-01 PA-01 PRS-01  
AGRE-00 /104 W

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PR 112357Z AUG 77

FM AMEMBASSY MANILA

TO SECSTATE WASHDC PRIORITY 3631

INFO AMEMBASSY TOKYO

LIMITED OFFICIAL USE SECTION 2 OF 2 MANILA 12536

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FOR NAC AGENCIES

FOUR/FIVE DAYS DURATION, ARE PROPOSED: ONE FOR SOUTH-EAST ASIA (INDONESIA, MALAYSIA, PHILIPPINES, SINGAPORE, THAILAND, REP OF CHINA, KOREA, CAMBODIA, LAOS AND VIETNAM) TO BE HELD IN MANIL, OTHER FOR SOUTH ASIA (AFGHANISTAN, BANGLADESH, BURMA, INDIA, NEPAL, PAKISTAN AND SRI LANKA) AT SUITABLE VENUE STILLEZO BE SELECTED. AT EACH SEMINAR, CONCERNED DMCS WOULD NOMINATE TWO OR THREE SENIOR POLICY OFFICIALS TO ATTEND AND PARTICIPATE, WITH BANK BEARING COST OF TRAVEL AND PER DIEM. IN ADDITION, TWO OR THREE PARTICIPANTS FROM CONSULTATIVE COMMITTEE OF EXPERTS, WHICH PREPARED TERMS OF REFERENCE FOR STUDY AND REVIEWED PROGRESS OF WORK, AND TASK FORCE WILL BE INVITED (AT SIMILAR COST TO BANK), PLUS TWO OR THREE LEADING ACADEMICIANS WITH AGRICULTURAL DEVELOPMENT EXPERIENCE. REPRESENTATIVES (AT OWN EXPENSE), WOULD ALSO BE INVITED FROM INTERESTED DEVELOPED COUNTRY GOVERNMENTAL ORGANIZATIONS PLUS CONCERNED INTERNATIONAL

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PAGE 02 MANILA 12536 02 OF 02 120236Z

AND SPECIALIST ORGANIZATIONS. THREE TO FIVE BANK STAFF WOULD COMPLETE GROUP. WHILE SURVEY DID NOT FOCUS ON SPECIFIC NEEDS OF SOUTH PACTIFIC COUNTRIES, THEY WOULD

BE WELCOME TO SEND PARTICIPANTS (ALSO AT BANK EXPENSE). IT IS PROPOSED THAT FIRST SEMINAR BE HELD AT BANK'S HEADQUARTERS DURING SECOND WEEK IN JANUARY 1978, WITH SECOND SEMINAR TO BE HELD IN FOURTH WEEK OF JANUARY.

C. PRESS SEMINAR -- PROPOSAL CALLS FOR TWO-DAY PRESS SEMINAR IN OCTOBER THIS IN TOKYO WHERE MOST MAJOR NEWSPAPERS/PERIODICALS OF MEMBER COUNTRIES HAVE NEWS BUREAUS, TO ENSURE PARTICIPATION OF LARGE NUMBER OF CORRESPONDENTS REPRESENTING PRESS FROM AMERICA, EUROPE AND AUSTRALIA AT NO COST TO BANK. IT IS PROPOSED TO INVITE SOME 30:35 CORRESPONDENTS FROM NEWS BUREAUS BASED IN TOKYO AND FROM JAPANESE PRESS, PLUS 12 CORRESPONDENTS FROM DMCS. DEPENDING ON AVAILABILITY, BANK PROPOSES TO INVITE DR. KAZUSHI OHKAWA, CO-CHAIRMAN OF CONSULTATIVE COMMITTEE, AND DR. V.S. LEADER OF TASK FORCE, TO LEAD AND PARTICIPATE IN DISCUSSIONS. JAPAN'S LEADING ECONOMIC DAILY NEWSPAPER NIHON KEIZAI SHIMBUN HAS INFORMALLY EXPRESSED INTEREST IN CO-SPONSORING SEMINAR AND PUBLISHING SPECIAL SUPPLEMENT ON SURVEY OR RELATED THEME, SUBJECT TO ADEQUATE SUPPORT FROM ADVERTISERS. JOURNAL HAS ALSO OFFERED TO PROVIDE CONFERENCE FACILITIES, FREE OF COST, AND TO DEFRAY PART OF COST OF ARRANGEMENTS IF ADVERTISER SUPPORT IS ADEQUATE.

B. TELEVISION PROGRAM AND RADIO BROADCASTS -- BANK'S INFORMATION OFFICE IS EXPLORING PROSPECTS OF ARRANGING 45-MINUTE TELEVISION PROGRAM ON REGIONAL AGRICULTURAL DEVELOPMENT THROUGH GOOD OFFICES OF NATIONAL MEDIA PRODUCTION CENTER OF PHILIPPINES. IF SUCCESSFUL, PROGRAM WOULD BE VIDEO-TAPED, WITH ONE OR TWO COPIES BEING MADE AVAILABLE FOR USE BY TELEVISION NETWORKS LIMITED OFFICIAL USE

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PAGE 03 MANILA 12536 02 OF 02 120236Z

WITHIN DMCS. BANK ALSO PROPOSES TO PRODUCE TAPES ON SURVEY FOR BROADCAST BY RADIO IN MEMBER COUNTRIES.

3. TOTAL COSTS FOR PROPOSED FOLLOW-UP ACTIVITES WOULD BE \$91,000, CONSISTING OF \$5,000 FOR PURCHASE OF 1,000 PAPERBACK COPIES OF SURVEY REPORT, \$66,000 FOR TWO SUB-REGIONAL SDGINARS AND \$20,000 FOR TOKYO PRESS SEMINAR (ASSUMING BANK HAS TO MEET FULL COSTS OF SEMINAR). BOARD OF DIRECTORS HAD PREVIOUSLY APPROVED \$460,000 FOR SECOND ASIAN AGRICULTURAL SURVEY, OF WHICH TOTAL AMOUNT EXPENDED AS OF JUNE 30, 1977 WAS \$330,930 LEAVING BALANCE AVAILABLE FOR FOLLOW-UP ACTIVITIES OF \$129,070. IT IS PROPOSED TO MEET FOLLOW-UP COSTS FROM UNSPENT BALANCE. ALTHOUGH THESE FOLLOW-UP ACTIVITES WERE NOT INCLUDED IN ORIGINAL PROPOSES SANCTIONED BY BOARD, AND ALTHOUGH WE ARE SOMEWHAT SKEPTICAL AS TO THE NEED TO INVITE JOURNALISTS FROM DEVELOPING MEMBER COUNTRIES TO THE TOKYO PRESS SEMINAR, USADB BELIEVES ON THE WHOLE

THAT THEY ARE A WELL JUSTIFIED AND CONSTRUCTIVE ADJUNCT  
TO THE SURVEY.

4. ADB DOC. R78-77 ON ABOVE SUBJECT WAS POUCHED  
ADDRESSEES AGUSUT 8 AND WILL BE CONSIDRED BY BOARD ON  
AUGUST 23. USADB PLANS TO SUPPORT PROPOSAL.  
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## Message Attributes

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**Type:** TE  
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